

THE HEPPNER HERALD
AN INDEPENDENT NEWSPAPER

INCREASING RETAIL TRADE

The problem of increasing the volume of a retail business is the subject which is uppermost in the mind of every person engaged in that line. In analyzing the subject, one first comes face to face with the buying power of the people living within certain distances from a given place of business. Once determined, this problem is supplanted by that of competition for the trade of these customers.

In analyzing competition we discover the direct competition of those engaged in the same or similar lines, located in our same district, community or town. This being home competition is much easier to calculate as to the probable division of the trade.

Next, however, comes the competition known as outside competition, which involves the mail order houses, the peddler, the house-to-house canvasser and consolidated or co-operative buying in so-called wholesale quantities.

For one to simply recognize these competitive institutions exists and to complain about them or to appeal to the public on a basis of patriotic home buying is not a very effective method of meeting this sort of competition.

The fact is, that each merchant finds himself placed on trial before the public purely on a basis of actual service which he is able to render to the people of his community. This brings us back to the fundamental principle that service is all that a retailer has to sell. He has merchandise to distribute, which he must sell at the cost of the merchandise plus the cost of distributing plus a profit. The value of this retailer to the community depends entirely upon whether the service which he renders as a distributor is worth what he charges the public for his service. Therefore, in order to permanently increase business in trade territory a merchant must study ways and means in the first place to buy his goods at the correct or reasonable base price in the markets.

Secondly, he must study the needs and wants of those living in his territory to whom he caters. Many a merchant renders a wonderful service, but fails to let the people know the value of his service and as a result mail order houses and others even with a poorer service supply the wants of the neighborhood from a great distance simply because they let the people know constantly what service they have to render.

Third, he must let the people know through proper mediums of publicity, directly or indirectly—using both methods preferably.

Rich Iron Ore Vein in Russia.
More interesting than most of the recent news from Russia is the report that a scientific mission, supported by the soviet government, has discovered in the province of Kursk, 300 miles south of Moscow, a vast vein of iron ore 150 miles long, which explains an old mystery. Fifty years ago it was noted that in this region the compass was deflected as much as 15 degrees from the magnetic north, and magnetic ore was supposed to be the cause, but numerous borings revealed no trace of it. Either the soviet scientists have applied new scientific devices or they have worked with more assiduity than their predecessors. They found the ore at a depth of from 500 to 800 feet, and hope that it will develop into one of the world's largest fields. This discovery in Russia may have great economic and political importance for Europe. — Springfield (Mass.) Republican.

FIRE ENGINE CHIEF MOURNER
Washington has seen many unusual sights, remarks the Star, but from its beginning as "that Indian place" to its now nearly half-million people, only once has it witnessed a fire engine as chief mourner at the funeral of a private citizen—chief mourner, girdled around with crepe and rumberling along from house to cemetery, tolling its muffled dirge every step of the way. It was an interesting story to hear about, which is why it is passed along: The funeral was that of Henry Addison, who, for twenty-two years, was mayor of Georgetown. The mayor was postmaster of Georgetown during the Lincoln administration; also police and school commissioner and likewise head of the Georgetown fire department. The engine that featured his solemn passing was named the Henry Addison—with every fireman in the engine house for a godfather.

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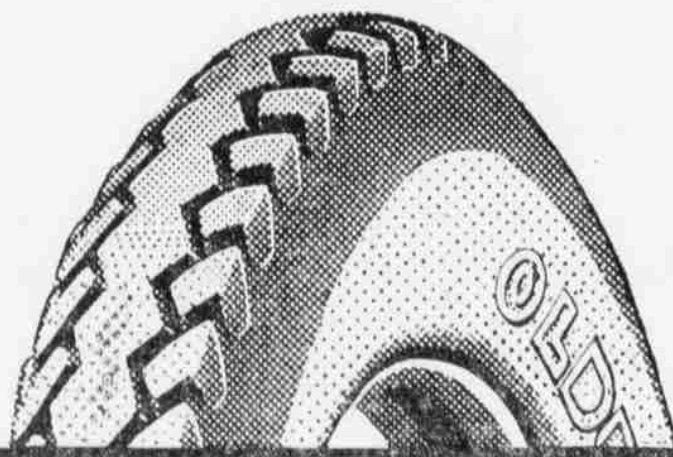
"If you want to live in the kind of a town,
Like the kind of a town you like,
You needn't slip your clothes in a grip
And start on a long, long hike.
For you'll only find what you left behind,
For there's nothing that's really new;
It's a knock at yourself when you knock your town,
For it isn't your town—it's you.
"Real towns are not made by men that are afraid
Lest somebody else gets ahead;
When everybody works and nobody shirks
You can raise a town from the dead.
And if you make your personal stake,
Your neighbor can make one, too;
Your town will be what you want to see;
It isn't the town—it's you."

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